

**Rubric "Web Page Evaluation Checklist"**  
 Assessment of Commercial/Published Products  
*Pick 2 Y/N*

**1. Content**

	<b>Yes</b>	<b>No</b>
All information is accurate . The "last time updated" date is given.	Y	N
Information is complete but not excessive or redundant.	Y	N
Information is well-organized and clearly labeled.	Y	N
Information is interesting, informative, and worthwhile.	Y	N
Information is not redundant to other sources; there is a reason to put it on the web.	Y	N
All text has correct spelling, grammar, and punctutation.	Y	N
Level of content and vocabulary are appropriate for intended audience.	Y	N
Content is free from stereotyping, coarse or vulgar language, or matter that could be offensive to typical users.	Y	N
Author(s) of the pages are clearly identified.	Y	N
The page gives an email address or other way to contact authors.	Y	N

**2. Visual and Audio Design**

	<b>Yes</b>	<b>No</b>
The site has a consistent, common look and feel across pages.	Y	N
Graphics, animations, videos, and sounds make an important contribution.	Y	N
Pages have only one or two fonts.	Y	N
Each page uses limited numbers of colors, especially for text.	Y	N
Colors have been selected to be compatible with the <i>Netscape</i> 216-color palette.	Y	N
Type colors/styles and text-to-background contrast were selected for readability.	Y	N

## Rubric "Web Page Evaluation Checklist" (continued...)

Each graphic is designed to fit 640 x 480 pixel screens (allowing for scroll bars/toolbars).	Y	N
Each page is limited to 2-3 screens; the most important information is at the top.	Y	N
The pages are simply and attractively designed and make the user want to read them.	Y	N

### 3. Navigation

	Yes	No
Pages load quickly.	Y	N
Pages have a simple, consistent navigation scheme for quick, easy navigation.	Y	N
The first page shows clearly how the site is organized and how to get to all items.	Y	N
Text and icon links are easy to identify. Graphics and sounds are clearly identified.	Y	N
Icons have been well chosen to represent the information they link to.	Y	N
Each supporting page has a link back to the home page.	Y	N

### 4. Miscellaneous

	Yes	No
Requests for private information are secured.	Y	N
Page information is kept short enough that it can be printed quickly.	Y	N
Users can choose to load alternate versions of pages (e.g., text only, smaller images).	Y	N
The site has its own search engine for locating things within the pages.	Y	N
Branching is organized so all content is three clicks or fewer from the home page.	Y	N

## Rubric "Web Page Evaluation Checklist" (continued...)

### Tips for making your sites and pages easier to design and use.

	Yes	No
Organize the site on paper ahead of time before inputting it into your computer.	Y	N
To speed loading, limit graphics to no more than 50K and reuse images whenever possible.	Y	N
Use GIFs for line art or graphics with limited colors and sharp edges; use JPEGs for photos with many colors and smooth gradients. Avoid PICT and other formats that must be converted by users.	Y	N
Test out your page in a real browser.	Y	N
Use a GIF spacer (1 x 1 transparent GIF) to space paragraphs, indents, or alignments on pages.	Y	N

Source: Based on concepts in Everhart, N. (1997). Web page evaluation: Views from the field. *Technology Connection*, 4(3) 24-26; Gray, T. (1997). No crazy gods. *Learning and Leading with Technology*, 25(1), 43-45; and McClelland, D. (1997, August). Web publishing made easy. *MacWorld*, 1(18), 104-110.

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